



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Jackson, AL

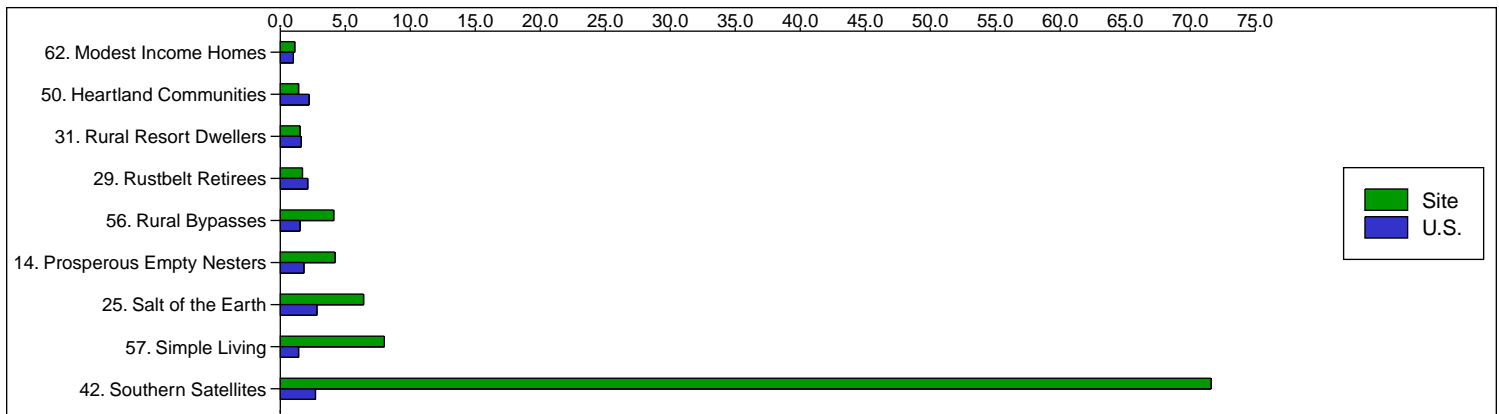
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	71.6%	71.6%	2.7%	2.7%	2627
2	57. Simple Living	8.0%	79.6%	1.4%	4.1%	564
3	25. Salt of the Earth	6.4%	86.0%	2.8%	6.9%	232
4	14. Prosperous Empty Nesters	4.2%	90.2%	1.8%	8.7%	229
5	56. Rural Bypasses	4.1%	94.3%	1.5%	10.2%	272
	Subtotal	94.3%		10.2%		
6	29. Rustbelt Retirees	1.7%	96.0%	2.1%	12.3%	79
7	31. Rural Resort Dwellers	1.5%	97.5%	1.6%	13.9%	90
8	50. Heartland Communities	1.4%	98.9%	2.2%	16.1%	65
9	62. Modest Income Homes	1.1%	100.0%	1.0%	17.1%	108
Total		100.0%		17.1%		583

Top Ten Tapestry Segments

Site vs. U.S.

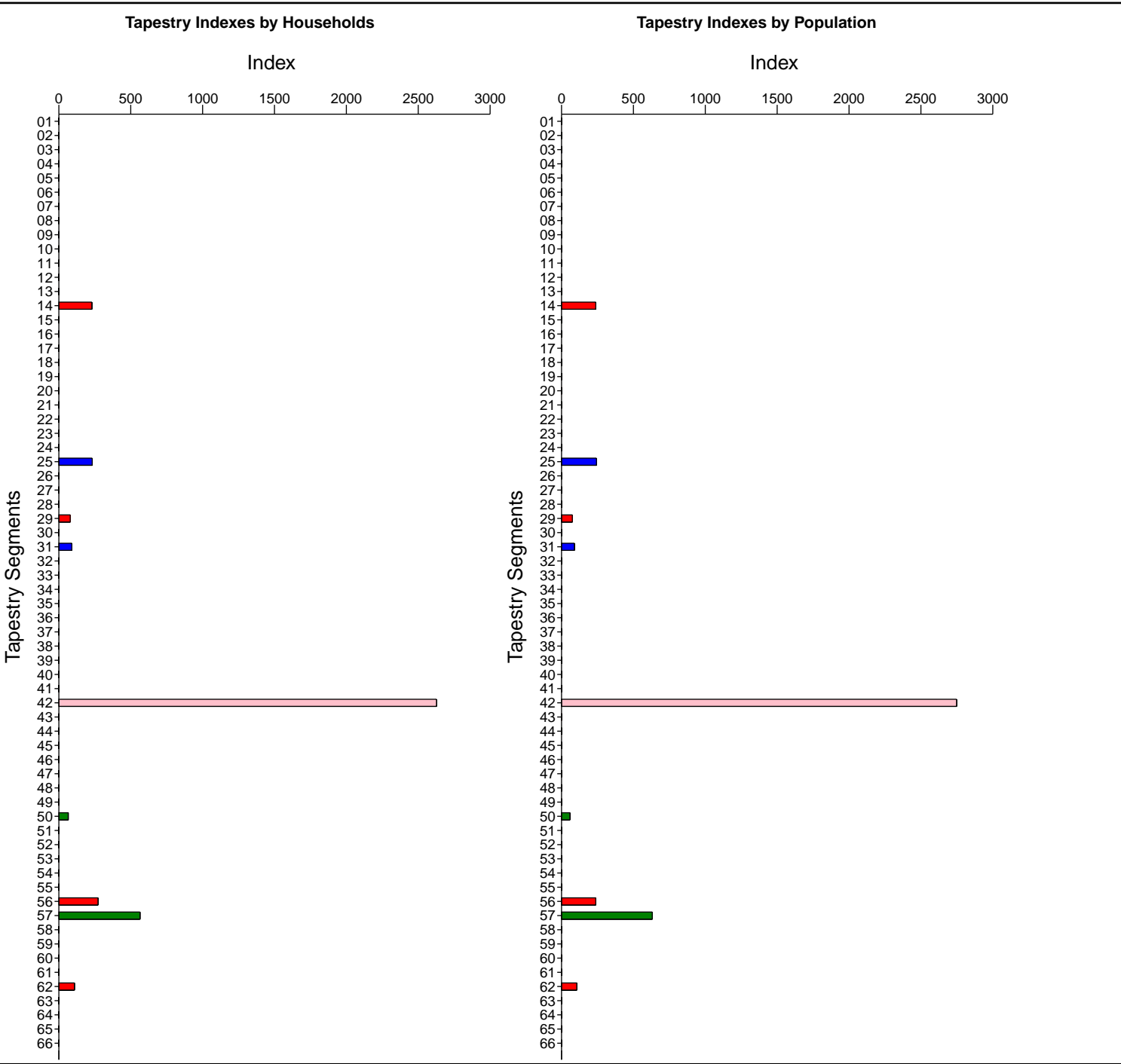


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Jackson, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Jackson, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	22,349	100.0%		53,993	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	244	1.1%	21	586	1.1%	21
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	244	1.1%	108	586	1.1%	106
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	3,416	15.3%	123	7,523	13.9%	134
14 Prosperous Empty Nesters	943	4.2%	229	2,171	4.0%	238
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	371	1.7%	79	765	1.4%	75
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	311	1.4%	65	602	1.1%	58
57 Simple Living	1,791	8.0%	564	3,985	7.4%	631
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
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Counties: Jackson, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	22,349	100.0%		53,993	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	18,361	82.2%	866	45,182	83.7%	896
25 Salt of the Earth	1,436	6.4%	232	3,592	6.7%	243
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	16,006	71.6%	2627	39,639	73.4%	2748
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	919	4.1%	272	1,951	3.6%	238
L12. American Quilt	328	1.5%	16	702	1.3%	14
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	328	1.5%	90	702	1.3%	89
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Jackson, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	22,349	100.0%		53,993	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total	22,349	100.0%		53,993	100.0%	
U6. Urban Outskirts II	2,035	9.1%	177	4,571	8.5%	161
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,791	8.0%	564	3,985	7.4%	631
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	244	1.1%	108	586	1.1%	106
U7. Suburban Periphery I	943	4.2%	27	2,171	4.0%	25
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	943	4.2%	229	2,171	4.0%	238
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18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	371	1.7%	79	765	1.4%	75
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	311	1.4%	29	602	1.1%	25
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	311	1.4%	65	602	1.1%	58
U10. Rural I	1,764	7.9%	70	4,294	8.0%	70
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	1,436	6.4%	232	3,592	6.7%	243
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	328	1.5%	90	702	1.3%	89
U11. Rural II	16,925	75.7%	984	41,590	77.0%	1018
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	16,006	71.6%	2627	39,639	73.4%	2748
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	919	4.1%	272	1,951	3.6%	238
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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